

R J Reynolds

Tobacco Company

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LARRY S. SCHREIBER
Vice President - National Accounts

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February 1, 1996

MEMORANDUM TO: ALL REGION SALES MANAGERS

SUBJECT: FLEMING COMPANIES, INC. - "RAINBOW" PERMANENT MERCHANDISING
CONTRACT / FLOOR DISPLAY

In early December, each Region Operations Manager (excluding Boston, New York, and Detroit ROMs) were furnished a list of retail stores (names/addresses/zip codes) by each RJR Division where the Liggett Group had their contract in place. Our RJR Field personnel were asked to call on these stores during Q-1, 1996 and re-sign these stores under the new "Rainbow" Cigarettes Retail Merchandising Agreement (RJRT Form 1169, Item 50255).

I am requesting that you check to see if, in fact, our Field managers or Retail Representatives did receive the store lists and are following through to call on these stores to re-sign them where appropriate.

Your follow through would be appreciated.

Larry

Larry Schreiber
Vice President - National Accounts

LSS/kp

cc: Jim Farmer
Area Vice Presidents
Region Operations Managers

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